

ADVISORY BOARD

Employer Partner Recruitment



IDENTIFY POTENTIAL PARTNERS ACTIVITY

Directions: Use this chart to generate ideas about potential partners to join your advisory board and/or provide work-based learning experiences. Read the descriptions in the left column of the table to think about different avenues you can explore to identify potential partners. Then, for each row of the chart, fill in any ideas you have. To identify potential new partners, it's important to have all stakeholders consider their personal and professional networks. The chart can be completed during a meeting or individually and then combined into one target or outreach list.

	Potential partners or contacts ☐ Name ☐ Title ☐ Organization ☐ Asset (what do they offer?)	Who is the best person to make the contact? Please identify the person responsible, below is a list of possible stakeholders. Academy Director, Teacher or District Staff, Student, Advisory Board Member, Existing/Other Partner	Engagement strategy for potential business partner: ☐ Email outreach ☐ Recruitment event ☐ Personal meeting ☐ Meeting with an advisory board member ☐ Community meeting * What materials or information would be helpful? Consider drafting language and making program overview materials available for those identified to outreach to potential partners.
Personal networks (friends, family, civic organizations, community contacts, LinkedIn, etc.)			
Existing volunteers working with your school			
Local service organizations (Rotary, Kiwanis, Chamber of Commerce, etc.)			
Local business or trade organizations related to your pathway theme			

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Local government, civic, or community organizations			
Alumni			
Parents with relevant skill sets			
College / University contacts			